

This listing of claims will replace all prior versions,
and listings, of claims in the application:

1 Claim 1 (original): A method for determining one or more
2 ad targeting keywords, the method comprising:

- 3 a) accepting at least one category;
4 b) determining one or more keywords using the
5 accepted at least one category; and
6 c) providing at least some of the determined one or
7 more keywords as one or more ad targeting keywords.

1 Claim 2 (original): The method of claim 1 wherein at least
2 one of the one or more ad targeting keywords is a negative
3 keyword.

1 Claim 3 (original): The method of claim 1 wherein the act
2 of determining at least one category uses ad creative
3 information.

1 Claim 4 (original): The method of claim 1 wherein the act
2 of determining at least one category uses information from
3 a landing Webpage of an ad.

1 Claim 5 (original): The method of claim 1 wherein the act
2 of determining one or more keywords uses an inverted
3 keyword index in which categories are provided as lookup
4 keys to keywords.

1 Claim 6 (original): The method of claim 1 further
2 comprising:
3 - performing qualification testing of the determined
4 one or more keywords to determine if a keyword is

5 qualified or unqualified for use as an ad targeting
6 keyword,
7 wherein each of the at least some of the
8 determined one or more keywords provided as one or more ad
9 targeting keywords are qualified keywords.

1 Claim 7 (original): The method of claim 6 wherein the act
2 of performing qualification testing of the determined one
3 or more keywords tracks a performance of ads served using
4 the keyword as an ad targeting keyword.

1 Claim 8 (original): The method of claim 7 wherein the
2 performance of ads is tracked in general, across all
3 categories.

1 Claim 9 (original): The method of claim 7 wherein the
2 performance of ads is tracked across one or more specific
3 categories.

1 Claim 10 (original): The method of claim 9 wherein the one
2 or more specific categories include the at least one
3 category accepted.

1 Claim 11 (original): The method of claim 7 wherein the ads
2 served using the keyword as an ad targeting keyword during
3 the act of performing qualification testing of the
4 determined one or more keywords, are only served on ad
5 spots that otherwise would be unused.

1 Claim 12 (original): The method of claim 1 wherein the act
2 of providing at least some of the determined one or more
3 keywords as one or more ad targeting keywords provides the

4 determined one more keywords in an order determined using
5 unused inventory information.

1 Claim 13 (original): The method of claim 1 wherein the act
2 of providing at least some of the determined one or more
3 keywords as one or more ad targeting keywords provides the
4 determined one more keywords in an order determined using
5 unused inventory information such that a keyword
6 corresponding to a larger number of unused ad spots is
7 provided before another keyword corresponding to a smaller
8 number of unused ad spots.

1 Claim 14 (original): A method for determining one or more
2 ad targeting keywords, the method comprising:
3 a) accepting at least one category;
4 b) determining one or more keywords using the
5 accepted at least one category;
6 c) providing the determined one or more keywords as
7 suggested targeting keywords to an advertiser;
8 d) accepting advertiser input in response to the
9 suggested targeting keywords; and
10 e) determining whether or not to provide at least
11 some of the determined one or more keywords as
12 targeting keywords for an ad using the accepted
13 advertiser input.

1 Claim 15 (original): The method of claim 14 wherein at
2 least one of the one or more ad targeting keywords is a
3 negative keyword.

1 Claim 16 (original): The method of claim 14 wherein the
2 act of determining at least one category uses ad creative
3 information.

1 Claim 17 (original): The method of claim 14 wherein the
2 act of determining at least one category uses information
3 from a landing Webpage of an ad.

1 Claim 18 (original): The method of claim 14 wherein the
2 act of determining one or more keywords uses an inverted
3 keyword index in which categories are provided as lookup
4 keys to keywords.

1 Claim 19 (original): The method of claim 14 further
2 comprising:
3 - performing qualification testing of the determined
4 one or more keywords to determine if a keyword is
5 qualified or unqualified for use as an ad targeting
6 keyword,
7 wherein each of the at least some of the
8 determined one or more keywords provided as suggested
9 targeting keywords to an advertiser are qualified keywords.

1 Claim 20 (original): The method of claim 19 wherein the
2 act of performing qualification testing of the determined
3 one or more keywords tracks a performance of ads served
4 using the keyword as an ad targeting keyword.

1 Claim 21 (original): The method of claim 20 wherein the
2 performance of ads is tracked in general, across all
3 categories.

1 Claim 22 (original): The method of claim 21 wherein the
2 one or more specific categories include the at least one
3 category accepted.

1 Claim 23 (original): The method of claim 20 wherein the
2 performance of ads is tracked across one or more specific
3 categories.

1 Claim 24 (original): The method of claim 20 wherein the
2 ads served using the keyword as an ad targeting keyword
3 during the act of performing qualification testing of the
4 determined one or more keywords, are only served on ad
5 spots that otherwise would be unused.

1 Claim 25 (original): The method of claim 14 wherein the
2 act of providing the determined one or more keywords as
3 suggested targeting keywords to an advertiser provides the
4 determined one more keywords in an order determined using
5 unused inventory information.

1 Claim 26 (original): The method of claim 14 wherein the
2 act of providing the determined one or more keywords as
3 suggested targeting keywords to an advertiser provides the
4 determined one more keywords in an order determined using
5 unused inventory information such that a keyword
6 corresponding to a larger number of unused ad spots are
7 provided before another keyword corresponding to a smaller
8 number of unused ad spots.

1 Claim 27 (currently amended): A method for generating one
2 or more serving constraints for targeting an ad keywords as

3 ~~candidates for use as ad targeting keywords~~, the method
4 comprising:
5 a) accepting ad information;
6 b) determining one or more categories using the
7 accepted ad information;
8 c) determining one or more serving constraints
9 ~~keywords~~ from the one or more categories determined.

1 Claim 28 (currently amended): The method of claim 83 ~~27~~
2 wherein at least one of the one or more ad targeting
3 keywords is a negative keyword.

1 Claim 29 (original): The method of claim 27 wherein the
2 act of determining at least one category uses ad creative
3 information.

1 Claim 30 (original): The method of claim 27 wherein the
2 act of determining at least one category uses information
3 from a landing Webpage of an ad.

1 Claim 31 (currently amended): The method of claim 83 ~~27~~
2 wherein the act of determining one or more keywords uses an
3 inverted keyword index in which categories are provided as
4 lookup keys to keywords.

1 Claim 32 (currently amended): The method of claim 83 ~~27~~
2 further comprising:
3 - performing qualification testing of the determined
4 one or more keywords to determine if a keyword is
5 qualified or unqualified for use as an ad targeting
6 keyword,

7 wherein each of the at least some of the
8 determined one or more keywords provided as candidate
9 targeting keywords are qualified keywords.

1 Claim 33 (currently amended): The method of claim 83 ~~27~~
2 wherein the act of performing qualification testing of the
3 determined one or more keywords tracks a performance of ads
4 served using the keyword as an ad targeting keyword.

1 Claim 34 (original): The method of claim 27 wherein the
2 performance of ads is tracked in general, across all
3 categories.

1 Claim 35 (original): The method of claim 27 wherein the
2 performance of ads is tracked across one or more specific
3 categories.

1 Claim 36 (original): The method of claim 27 wherein the
2 one or more specific categories include the at least one
3 category accepted.

1 Claim 37 (original): The method of claim 33 wherein the
2 ads served using the keyword as an ad targeting keyword
3 during the act of performing qualification testing of the
4 determined one or more keywords, are only served on ad
5 spots that otherwise would be unused.

1 Claim 38 (currently amended): The method of claim 83 ~~27~~
2 wherein the act of providing the determined one or more
3 keywords as candidate targeting keywords provides the
4 determined one more keywords in an order determined using
5 unused inventory information.

1 Claim 39 (currently amended): The method of claim 83 27
2 wherein the act of providing the determined one or more
3 keywords as candidate targeting keywords provides the
4 determined one more keywords in an order determined using
5 unused inventory information such that a keyword
6 corresponding to a larger number of unused ad spots are
7 provided before another keyword corresponding to a smaller
8 number of unused ad spots.

1 Claim 40 (currently amended): The method of claim 83 27
2 further comprising:
3 d) populating serving constraints of an ad with the
4 candidate keywords.

1 Claim 41 (currently amended): The method of claim 83 27
2 further comprising:
3 d) providing the candidate keywords to an advertiser
4 as ad targeting keyword suggestions;
5 e) accepting advertiser input in response to the
6 suggested targeting keywords; and
7 f) determining whether or not to provide at least
8 some of the candidate keywords as targeting keywords
9 for an ad using the accepted advertiser input.

1 Claim 42 (original): Apparatus for determining one or more
2 ad targeting keywords, the apparatus comprising:
3 a) an input for accepting at least one category;
4 b) means for determining one or more keywords using
5 the accepted at least one category; and

6 c) means for providing at least some of the
7 determined one or more keywords as one or more ad
8 targeting keywords.

1 Claim 43 (original): The apparatus of claim 42 wherein at
2 least one of the one or more ad targeting keywords is a
3 negative keyword.

1 Claim 44 (original): The apparatus of claim 42 wherein the
2 means for determining at least one category use ad creative
3 information.

1 Claim 45 (original): The apparatus of claim 42 wherein the
2 means for determining at least one category use information
3 from a landing Webpage of an ad.

1 Claim 46 (original): The apparatus of claim 42 wherein the
2 means for determining one or more keywords use an inverted
3 keyword index in which categories are provided as lookup
4 keys to keywords.

1 Claim 47 (original): The apparatus of claim 42 further
2 comprising:

3 - means for performing qualification testing of the
4 determined one or more keywords to determine if a
5 keyword is qualified or unqualified for use as an ad
6 targeting keyword,

7 wherein each of the at least some of the
8 determined one or more keywords provided as one or more ad
9 targeting keywords are qualified keywords.

1 Claim 48 (original): The apparatus of claim 47 wherein the
2 means for performing qualification testing of the
3 determined one or more keywords track a performance of ads
4 served using the keyword as an ad targeting keyword.

1 Claim 49 (original): The apparatus of claim 48 wherein the
2 performance of ads is tracked in general, across all
3 categories.

1 Claim 50 (original): The apparatus of claim 48 wherein the
2 performance of ads is tracked across one or more specific
3 categories.

1 Claim 51 (original): The apparatus of claim 50 wherein the
2 one or more specific categories include the at least one
3 category accepted.

1 Claim 52 (original): The apparatus of claim 48 wherein the
2 ads served using the keyword as an ad targeting keyword by
3 the means for performing qualification testing of the
4 determined one or more keywords, are only served on ad
5 spots that otherwise would be unused.

1 Claim 53 (original): The apparatus of claim 42 wherein the
2 means for providing at least some of the determined one or
3 more keywords as one or more ad targeting keywords provide
4 the determined one more keywords in an order determined
5 using unused inventory information.

1 Claim 54 (original): The apparatus of claim 42 wherein the
2 means for providing at least some of the determined one or
3 more keywords as one or more ad targeting keywords provide

4 the determined one more keywords in an order determined
5 using unused inventory information such that a keyword
6 corresponding to a larger number of unused ad spots is
7 provided before another keyword corresponding to a smaller
8 number of unused ad spots.

1 Claim 55 (original): Apparatus for determining one or more
2 ad targeting keywords, the apparatus comprising:

- 3 a) an input for accepting at least one category;
- 4 b) means for determining one or more keywords using
5 the accepted at least one category;
- 6 c) means for providing the determined one or more
7 keywords as suggested targeting keywords to an
8 advertiser;
- 9 d) means for accepting advertiser input in response
10 to the suggested targeting keywords; and
- 11 e) means for determining whether or not to provide at
12 least some of the determined one or more keywords as
13 targeting keywords for an ad using the accepted
14 advertiser input.

1 Claim 56 (original): The apparatus of claim 55 wherein at
2 least one of the one or more ad targeting keywords is a
3 negative keyword.

1 Claim 57 (original): The apparatus of claim 55 wherein the
2 means for determining at least one category use ad creative
3 information.

1 Claim 58 (original): The apparatus of claim 55 wherein the
2 means for determining at least one category use information
3 from a landing Webpage of an ad.

1 Claim 59 (original): The apparatus of claim 55 wherein the
2 means for determining one or more keywords uses an inverted
3 keyword index in which categories are provided as lookup
4 keys to keywords.

1 Claim 60 (original): The apparatus of claim 55 further
2 comprising:
3 - means for performing qualification testing of the
4 determined one or more keywords to determine if a
5 keyword is qualified or unqualified for use as an ad
6 targeting keyword,
7 wherein each of the at least some of the
8 determined one or more keywords provided as suggested
9 targeting keywords to an advertiser are qualified keywords.

1 Claim 61 (original): The apparatus of claim 60 wherein the
2 means for performing qualification testing of the
3 determined one or more keywords track a performance of ads
4 served using the keyword as an ad targeting keyword.

1 Claim 62 (original): The apparatus of claim 61 wherein the
2 performance of ads is tracked in general, across all
3 categories.

1 Claim 63 (original): The apparatus of claim 62 wherein the
2 one or more specific categories include the at least one
3 category accepted.

1 Claim 64 (original): The apparatus of claim 61 wherein the
2 performance of ads is tracked across one or more specific
3 categories.

1 Claim 65 (original): The apparatus of claim 61 wherein the
2 ads served using the keyword as an ad targeting keyword by
3 the means for performing qualification testing of the
4 determined one or more keywords, are only served on ad
5 spots that otherwise would be unused.

1 Claim 66 (original): The apparatus of claim 55 wherein the
2 means for providing the determined one or more keywords as
3 suggested targeting keywords to an advertiser provide the
4 determined one more keywords in an order determined using
5 unused inventory information.

1 Claim 67 (original): The apparatus of claim 55 wherein the
2 means for providing the determined one or more keywords as
3 suggested targeting keywords to an advertiser provide the
4 determined one more keywords in an order determined using
5 unused inventory information such that a keyword
6 corresponding to a larger number of unused ad spots are
7 provided before another keyword corresponding to a smaller
8 number of unused ad spots.

1 Claim 68 (original): Apparatus for generating one or more
2 keywords as candidates for use as ad targeting keywords,
3 the apparatus comprising:
4 a) an input for accepting ad information;
5 b) means for determining one or more categories using
6 the accepted ad information;
7 c) means for determining one or more keywords from
8 the one or more categories determined.

1 Claim 69 (original): The apparatus of claim 68 wherein at
2 least one of the one or more ad targeting keywords is a
3 negative keyword.

1 Claim 70 (original): The apparatus of claim 68 wherein the
2 means for determining at least one category uses ad
3 creative information.

1 Claim 71 (original): The apparatus of claim 68 wherein the
2 means for determining at least one category uses
3 information from a landing Webpage of an ad.

1 Claim 72 (original): The apparatus of claim 68 wherein the
2 means for determining one or more keywords uses an inverted
3 keyword index in which categories are provided as lookup
4 keys to keywords.

1 Claim 73 (original): The apparatus of claim 68 further
2 comprising:
3 - means for performing qualification testing of the
4 determined one or more keywords to determine if a
5 keyword is qualified or unqualified for use as an ad
6 targeting keyword,
7 wherein each of the at least some of the
8 determined one or more keywords provided as candidate
9 targeting keywords are qualified keywords.

1 Claim 74 (original): The apparatus of claim 74 wherein the
2 means for performing qualification testing of the
3 determined one or more keywords track a performance of ads
4 served using the keyword as an ad targeting keyword.

1 Claim 75 (original): The apparatus of claim 74 wherein the
2 performance of ads is tracked in general, across all
3 categories.

1 Claim 76 (original): The apparatus of claim 74 wherein the
2 performance of ads is tracked across one or more specific
3 categories.

1 Claim 77 (original): The apparatus of claim 76 wherein the
2 one or more specific categories include the at least one
3 category accepted.

1 Claim 78 (original): The apparatus of claim 74 wherein the
2 ads served using the keyword as an ad targeting keyword by
3 the means for performing qualification testing of the
4 determined one or more keywords, are only served on ad
5 spots that otherwise would be unused.

1 Claim 79 (original): The apparatus of claim 68 wherein the
2 means for providing the determined one or more keywords as
3 candidate targeting keywords provide the determined one
4 more keywords in an order determined using unused inventory
5 information.

1 Claim 80 (original): The apparatus of claim 68 wherein the
2 means for providing the determined one or more keywords as
3 candidate targeting keywords provide the determined one
4 more keywords in an order determined using unused inventory
5 information such that a keyword corresponding to a larger
6 number of unused ad spots are provided before another
7 keyword corresponding to a smaller number of unused ad
8 spots.

1 Claim 81 (original): The apparatus of claim 68 further
2 comprising:
3 d) means for populating serving constraints of an ad
4 with the candidate keywords.

1 Claim 82 (original): The apparatus of claim 68 further
2 comprising:
3 d) means for providing the candidate keywords to an
4 advertiser as ad targeting keyword suggestions;
5 e) means for accepting advertiser input in response
6 to the suggested targeting keywords; and
7 f) means for determining whether or not to provide at
8 least some of the candidate keywords as targeting
9 keywords for an ad using the accepted advertiser
10 input.

1 Claim 83 (new): The method of claim 27 wherein the one or
2 more serving constraints are one or more ad targeting
3 keywords.

1 Claim 84 (new): A method comprising:
2 a) accepting ad information;
3 b) determining one or more categories using the
4 accepted ad information;
5 c) recommending at least one of the one or more
6 categories determined to an advertiser.

1 Claim 85 (new): The method of claim 84 further comprising:
2 d) accepting advertiser feedback with respect to
3 the recommended one or more categories.